

REDEVELOPMENT PLAN PARK CENTRE PROJECT

(AS APPROVED BY REDEV AGENCY)



Redevelopment Agency of the City of Alameda

Candeub, Fleissig & Associates / Planning Consultants





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REDEVELOPMENT AGENCY OF THE CITY OF ALAMEDA

Prepared in conjunction with:

Candeub, Fleissig & Associates, San Francisco,
California, and Newark, New Jersey
Leonard S. Mosias, AIA, San Francisco, California
DeMars & Reay, Architects, Berkeley, California
Roy Wenzlick & Company, Los Angeles, California,
and St. Louis, Missouri
E. M. Schaffran & Company, San Francisco, California

October, 1963

Approved by Redevelopment Agency March 11, 1964

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William M. McCall, Vice Mayor
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Sidney A. Haag

Walter J. Monasch, Executive Director
John F. Hanson, Jr., Agency Attorney

Assistance and cooperation from various City departments and the utility companies are gratefully acknowledged.

The cooperation of officials of the HHFA, and especially of its Urban Renewal Administration, in the development of this Project to its present status has been of the finest quality and deserves recognition.

REDEVELOPMENT AGENCY OF THE CITY OF ALAMEDA

PARK CENTRE URBAN RENEWAL PROJECT

Code R-213

URBAN RENEWAL PLAN

The attached Redevelopment Plan for the Park Centre Urban Renewal Project contains all the data and information, and in all respects fulfills the requirements of both the Federal and State legislation as to format and content of the Urban Renewal Plan.

Code No. R-213
Park Centre Project
10/25/63

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INSTITUTIONAL PLAN

The attached development plan for the first
three years of the program includes all the
data and information, and is all together
describing the program as well as the
and plans to develop in the future the content
of the program.

10/2/68
10/2/68
10/2/68

REDEVELOPMENT AGENCY OF THE CITY OF ALAMEDA
PARK CENTRE URBAN RENEWAL PROJECT
REDEVELOPMENT PLAN

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MAPS

Map 1 - Land Use Map
Map 2 - Right-of-Way Adjustments Plan
 (Tentative)

EXHIBIT

Exhibit "A" - Boundary Description

B. Description of Project

1. Boundary Description of the Park Centre Project,
City of Alameda, Alameda County, California

The project boundary is described in "Exhibit A" (revised March 1963), attached hereto and made part hereof, and is also shown on Land Use Map.

2. Types of Proposed Renewal Actions

Proposed actions in the project area include clearance and redevelopment, owner participation, and provision of public improvements.

C. Land Use Plan

1. Land Use Map

Land use, street right-of-way and easements shall be as shown on Map 1, Land Use Map, and Map 2, Right-of-Way Adjustment Plan (Tentative).

2. Land Use Provisions and Building Requirements

In order to achieve objectives of the Redevelopment Plan, the requirements of codes and ordinances of the City of Alameda shall be followed. In addition, the use of land in the Project Area will be made subject to the regulations and controls specified in this Section C.

a. Land Uses to be Permitted. Uses to be permitted shall include the following:

- (1) Commercial - Retail stores, business and personal service establishments, wholesale and compatible light manufacturing, and parking facilities (surface and structure).
- (2) Residential, Multi-Family - Maximum density 150 dwelling units per acre on any parcel, with an average density for any block not to exceed 80 dwelling units per acre.
- (3) Public and Semi-Public - including parks, fraternal organizations, and others.

PARK CENTRE PROJECT

LAND USE MAP

MAP 1

RIGHT-OF-WAY ADJUSTMENT PLAN (TENTATIVE) MAP 2



LAND USE MAP

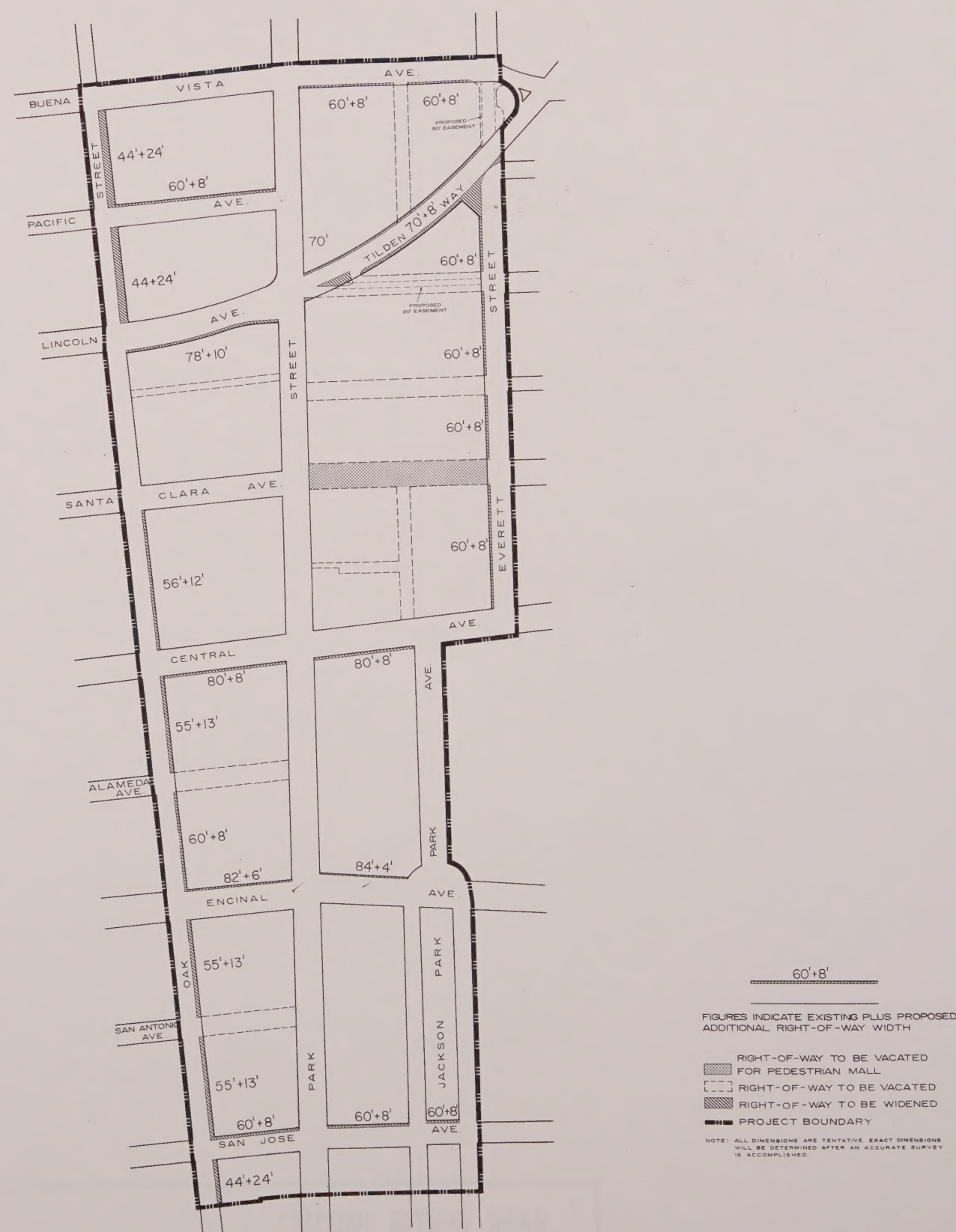
CODE NO. R-213 1



PARK CENTRE PROJECT
REDEVELOPMENT AGENCY OF THE CITY OF ALAMEDA, CAL.

PLANNING CONSULTANT CANDEUB, FLEISSIG & ASSOCIATES

AUGUST, 1963



RIGHT-OF-WAY ADJUSTMENT PLAN (TENTATIVE) CODE NO. R-213 2



PARK CENTRE PROJECT
REDEVELOPMENT AGENCY OF THE CITY OF ALAMEDA, CAL.

PLANNING CONSULTANT CANDEUB, FLEISSIG & ASSOCIATES

AUGUST, 1963

(4) Pedestrian ways, public parking (surface or structure).

b. Land Use Provisions and Building Requirements to be Imposed on Properties to be Acquired for Redevelopment.

(1) Commercial Areas A, B, and C. The following regulations shall apply to any reuse parcel to be cleared for redevelopment designated Commercial A, B, or C on Map 1, Land Use Map:

(a) Permitted Uses. Permitted uses shall be commercial services, including automotive service, wholesaling, professional and general offices, compatible retail and light manufacturing facilities and off-street parking (surface or structures).

(b) Land Coverage. The coverage of site* area by buildings shall not exceed 75%, except that temporary display structures shall not be considered buildings for the purpose of this requirement.

(c) Setbacks. A minimum setback of 20 feet shall be maintained from Tilden Way, Oak and Park Streets, and Buena Vista Avenue. No parking, loading or storage shall take place in the required setback, and lands in the required setback shall be landscaped. Where special design of the property is beneficial to the surrounding area and renders maintenance of the setback infeasible, a special exception may be granted by the Redevelopment Agency.

(d) Off-Street Parking and Loading. Minimum off-street parking requirements shall be:

For retail, wholesale and other commercial and light manufacturing uses -- one space for every 200 square feet of gross building area exclusive of basement storage area.

* "Site" shall mean reuse parcel exclusive of public streets.

For automotive uses and offices -- one space for each 500 square feet of gross floor area, exclusive of basement storage area.

Minimum loading berth requirements shall be:

For offices -- one off-street loading berth for the first 50,000 square feet of gross floor area, or major fraction thereof, plus one additional loading berth for each additional 10,000 square feet of gross floor area or major fraction thereof, excluding parking facilities.

Each non-office commercial establishment with 8,000 or more square feet gross floor area used for the storage or sale of merchandise shall have direct access to off-street loading berths required in number as follows:

<u>Square Feet of Floor Area</u>	<u>Required Berths</u>
8,000 - 14,999	1
15,000 - 24,999	2
25,000 - 39,999	3
40,000 - 59,999	4
60,000 - 99,999	5
Each Additional 50,000	1

All non-office commercial establishments of less than 8,000 square feet gross floor area shall be serviced by a common off-street service area with off-street loading berths totaling the number required in the above schedule, based on the total gross floor areas of such establishments.

- (e) Building Height. No building shall be constructed to a height of more than 150 feet, including elevator shafts, water tanks and other appurtenances.

- (f) Building Bulk. The floor area ratio** shall not exceed 2.5 to 1.
- (2) Commercial Areas D and E. The following regulations shall apply to any reuse parcel to be cleared for redevelopment designated Commercial D and E on Map 1, Land Use Map:
- (a) Permitted Uses. Permitted uses shall be retail stores, business and personal service establishments, eating and drinking establishments, offices, public and semi-public uses, automobile service stations, hotels, motels and similar uses, and off-street parking (surface or structures).
 - (b) Land Coverage. The coverage of site* area by buildings shall not exceed 80%.
 - (c) Setbacks. There is no specific control on setbacks in this land use category. Detailed location of buildings and treatment of open areas shall be determined by the Redevelopment Agency at the time of land disposition in a manner provided for under Section D.6. below.
 - (d) Off-Street Parking and Loading. Parking and loading will be provided in public facilities. Section C.2.b.(2)(b) shall not be applicable for parking structures.
 - (e) Building Height. No building shall be constructed to a height of more than 150 feet, including elevator shafts, water tanks and other appurtenances.
 - (f) Building Bulk. The floor area ratio** shall not exceed 4 to 1 except that for each per cent of coverage less than 80%, the allowable floor area ratio may, at the sole discretion of the Agency, be increased by a maximum of .05. In no event shall the floor area ratio be more than 5 to 1.
- (3) Commercial Area F. The following regulations shall apply to any reuse parcel to be cleared

- * "Site" shall mean reuse parcel exclusive of public streets.
** Floor area ratio shall mean ratio of total floor area to site area.

for redevelopment designated F on Map 1, Land Use Map.

- (a) Permitted Uses. Permitted uses shall be retail stores, business and personal service establishments, eating and drinking establishments, offices, public and semi-public uses and off-street parking (surface or structures).
 - (b) Land Coverage. The coverage of site* area by buildings shall not exceed 80%.
 - (c) Setbacks. There is no specific control on setbacks in this land use category. Detailed location of buildings and treatment of open areas shall be determined by the Redevelopment Agency at the time of land disposition in a manner provided for under Section D.6. below.
 - (d) Off-Street Parking and Loading. Parking and loading will be provided in public facilities. Section C.2.b.(3)(b) shall not be applicable for parking structures.
 - (e) Building Height. No building shall be constructed to a height of more than 150 feet, including elevator shafts, water tanks and other appurtenances.
 - (f) Building Bulk. The floor area ratio** shall not exceed 4 to 1 except that for each per cent of coverage less than 80%, the allowable floor area ratio may, at the sole discretion of the Agency, be increased by a maximum of .05. In no event shall the floor area ratio be more than 5 to 1.
- (4) Commercial Areas M. The following regulations shall apply to any reuse parcel to be cleared for redevelopment designated Commercial M on Map 1, Land Use Map:

- (a) Permitted Uses. Permitted uses shall be neighborhood commercial retail or personal

* "Site" shall mean reuse parcel exclusive of public streets.

** Floor area ratio shall mean ratio of total floor area to site area.

service uses, to serve nearby residential development only, and accessory off-street parking.

- (b) Land Coverage. The coverage of site* area by buildings shall not exceed 75%.
- (c) Setbacks. There is no specific control on setbacks in this land use category. Detailed location of buildings and treatment of open areas shall be determined by the Redevelopment Agency at the time of land disposition in a manner provided for under Section D.6. below.
- (d) Off-Street Parking and Loading. Minimum off-street parking requirements shall be: One space for each 300 square feet of gross floor area, exclusive of basement storage.

Minimum off-street loading facilities shall be: One off-street loading space for each 10,000 square feet of floor space or major portion thereof.
- (e) Building Height. No building shall be constructed to a height of more than 40 feet, including elevator shafts, water tanks and other appurtenances.
- (f) Building Bulk. The floor area ratio** shall not exceed 1.5 to 1.

(5) Residential, Multi-Family Areas G, H, J, K, and N. The following regulations shall apply to any reuse parcel to be cleared for redevelopment designated G, H, J, K, and N, on Map 1, Land Use Map:

- (a) Permitted Uses. Permitted uses shall be multiple family dwellings, ancillary uses and accessory off-street parking. Public and semi-public uses, and ancillary dwelling uses, may be permitted subject to approval of the Redevelopment Agency.
- (b) Dwelling Unit Densities. Maximum density

* "Site" shall mean reuse parcel exclusive of public streets.

** Floor area ratio shall mean ratio of total floor area to site area.

shall be 150 dwelling units per acre on any parcel, with an average density for any block not to exceed 80 dwelling units per acre.

- (c) Land Coverage. The coverage of site* area by buildings shall not exceed 35%.
- (d) Setbacks. No building shall be located within 20 feet of a street line. A minimum distance of 15 feet shall be maintained between buildings 40 feet or less in height and adjacent property lines. An additional 5 feet of yard depth between buildings and adjacent property lines shall be required for each additional 10 feet of building height (or fraction thereof) in buildings over 40 feet in height.
- (e) Usable Open Space. A minimum of 250 square feet of site* area per dwelling unit shall be provided for outdoor living purposes such as lawns, gardens, play areas, walks and benches. Usable space provided by roof decks or terraces may be permitted at the discretion of the Redevelopment Agency and may be computed as usable space at ground level.
- (f) Play Lots. All multiple-family buildings except housing designated for senior citizens shall be provided with play lots for pre-school children. Such play lots shall be located not more than 350 feet from each such building. Each play lot shall have a total area equal to 12 square feet for each dwelling unit in buildings served. Space for such play lots will be counted as part of the requirements for usable open space. Play lots shall be adequately equipped and fenced or otherwise bounded.
- (g) Light, Air and Privacy. Space sufficient to provide adequate general daylight to all rooms and to insure reasonable privacy

* "Site" shall mean reuse parcel exclusive of public streets.

shall be maintained between separate buildings. In general, if living or bedrooms obtain the major portion of the required light and ventilation through windows facing an open area between buildings, the distance between opposite walls shall not be less than one-half the sum of the height of the buildings, but in any case not less than 40 feet.

(h) Off-Street Parking and Loading. Minimum off-street parking requirements shall be: 1-1/2 spaces for every dwelling unit contained on the site. One off-street loading space shall be required for every 50 dwelling units.

(i) Building Height. There shall be no limit on building height, except that all buildings exceeding 100 feet in height, including elevator shafts, water tanks and other appurtenances, shall not interfere with flight operations at Civil and Military airports in the vicinity. Buildings exceeding 100 feet in height shall receive clearance from the applicable Civil and Military authorities.

(6) Park Areas L and P. The following regulations shall apply to any parcel designated Park L or P on Map 1, Land Use Map:

Permitted Uses. Permitted uses shall be public parks, play areas, structures incidental to park use, pedestrian walks and landscaping.

(7) General Provisions and Requirements.

(a) Heights. All heights shall be measured from the average finished ground level of the total reuse parcel.

** Floor area ratio shall mean ratio of total floor area to site area.

The Agency may, at its sole discretion, grant a waiver of the height provisions under C.2.b. if the proposal by any developer shows a particularly imaginative solution of the building bulk, use of the site, and if such solution would benefit the inter-relationship of various buildings or building groups to each other. Any such waiver shall be limited, however, by any controls the military and/or civilian aviation authorities might require.

- (b) Setbacks. All required setback areas shall be landscaped, unless paved for access.
- (c) Off-Street Parking. Each required parking space which includes access shall be a minimum of 350 square feet in area and shall be located on the same reuse parcel which establishes the requirement. The Agency may consider certain joint parking facilities satisfying combined requirements. No parking area shall be located in required setback areas unless specific designs for such uses are approved by the Redevelopment Agency. Parking areas shall be adequately paved and drainage provided so that storm and surface waters will not cross public sidewalks. Open parking areas shall be landscaped sufficiently to prevent an unsightly or barren appearance. Lighting for parking areas shall be shielded from residential buildings.
- (d) Off-Street Loading and Service Areas. Access to loading berths shall be only from a public road or public parking area and shall be provided in a manner to eliminate interference with public use of sidewalks and streets by vehicles loading or unloading. Each loading berth shall be a minimum of 400 square feet in area and 14 feet in height. Off-street loading areas shall be adequately paved and drainage provided so that storm and surface waters will not cross public sidewalks.

- (e) Signs. Signs not directly related to uses in the Project Area are prohibited. All proposed signs shall be presented to the Redevelopment Agency for approval. No sign shall be located on the roof of a building or project above the roof of a building to which it is affixed. No directly lighted sign shall be located within 200 feet of residential structures.
- (f) Elimination of Overhead Wiring. All overhead wiring for electricity, telephone, telegraph and similar purposes shall be put underground throughout the Project Area, and existing poles or structures supporting overhead wiring shall be removed. Exception to this requirement may be granted by the Redevelopment Agency, at its sole discretion, wherever unique conditions render undergrounding infeasible.
- (g) Applicability of Codes and Ordinances. The codes and ordinances of the City of Alameda, as they may from time to time be in effect, shall be applicable to the Project Area.

c. Duration of Controls.

The Redevelopment Plan and any modifications thereof shall be in force and effect for forty years from the date of approval of this Redevelopment Plan by the City of Alameda. Any modification of this Redevelopment Plan shall in no way permit the Project land or any part thereof to be restricted on the basis of race, creed, color or national origin in the sale or use or occupancy thereof.

d. Applicability of Land Use Provisions and Building Requirements to Real Property not to be Acquired.

Properties not to be acquired within the Project Area shall be subject to the regulations imposed on properties to be acquired within the same block. Exceptions to this requirement may be granted by the Redevelopment Agency where unique conditions make strict application of these regulations undesirable. However, no exceptions to the basic "Permitted Use" provisions of this plan shall be made.

Development of the Program

When Alameda's inefficient and obsolescent central area was simultaneously deprived of its war-time economic stimulus and confronted with strong competition, it declined rapidly. Faced with this decline, the City and the property owners and merchants of the area attempted to stop it. Initial attempts to provide parking and to coordinate property improvement were not successful. Following the recommendation of a private study of the area, the City Council was asked to take advantage of the State enabling law for redevelopment. In August, 1961, the Council appointed a Redevelopment Agency composed of five Alameda citizens, and charged them with developing a proposal for rebuilding the downtown area.

The Agency established a study area and requested an advance for survey and planning from the Urban Renewal Administration. On receipt of this money in August, 1962, the Agency hired a staff and began the complex planning job in earnest.

The Project Area

The study area established by the Agency, after a revision of the original, is roughly bounded by Buena Vista Avenue on the north, Oak Street on the west, a line parallel to and 130 feet south of San Jose Avenue on the south, Park Avenue and Everett Street on the east. This area includes all of the continuous strip of commercial development along Park Street which comprises Alameda's "downtown."

The total or gross area of the project is 78.7 acres, of which 28.9 acres are in streets or public rights-of-way, leaving a net acreage of 49.8. Ownership is split among 288 parcels (on more than one half of which the owners neither live nor conduct business.)

Studies Made

A number of major studies were undertaken by the Agency in the preparation of the Park Centre Redevelopment Plan. These studies and the firms which carried them out are listed below:

- | | |
|--|--|
| 1. Conditions of buildings | Leonard A. Mosias, AIA |
| 2. Present and potential economy of the Area | Roy Wenzlick & Co. |
| 3. Preliminary Title search | Guardian Title Co. |
| 4. Overall planning & design | Candeub, Fleissig & Assoc. with DeMars & Reay, AIA |
| 5. Engineering | City Engineering Dept. with Candeub, Fleissig & Assoc. |
| 6. Traffic engineering | City (based on Wilbur Smith report of 1961.) |
| 7. First property acquisition appraisal(for budgeting primarily) | David Simmons & Assoc. |
| 8. First land disposition appraisal(for budgeting primarily) | Roy Wenzlick & Co. |
| 9. Residential relocation needs and resources survey | E. M. Schaffran & Co. |
| 10. Parking(financing & operations) | D. Jackson Faustman |

The Agency staff has been responsible for the coordination of all information produced from these studies and for development of the official Redevelopment Plan adopted by the Agency on March 11, 1964.

Existing Conditions

The major blighting factors in the Park Centre Area are:

1. Deteriorated and obsolete buildings.

According to the structural survey by Leonard A. Mosias, of the 345 major structures in the area, approximately 50% were built in 1900 or before; 95% have deficiencies when measured against present City building codes; and 84% could not be considered economically feasible to rehabilitate.

2. Inadequate and hazardous street layout.

Many of the streets in downtown Alameda are narrow and improperly located. The excessive number of streets, typical of 19th century land subdivision, creates unnecessary and dangerous intersections which impede traffic flow.

3. Incompatible and mixed land uses.

Throughout the project there is a very blighting mixture of residential and commercial or industrial uses. Many buildings are converted or used for both business and living quarters.

4. Uneconomic "strip" commercial development

The extended length of the downtown business area makes parking and service for the area difficult. Today's demand for pedestrian convenience has made Alameda's downtown pattern obsolete.

The Redevelopment Plan

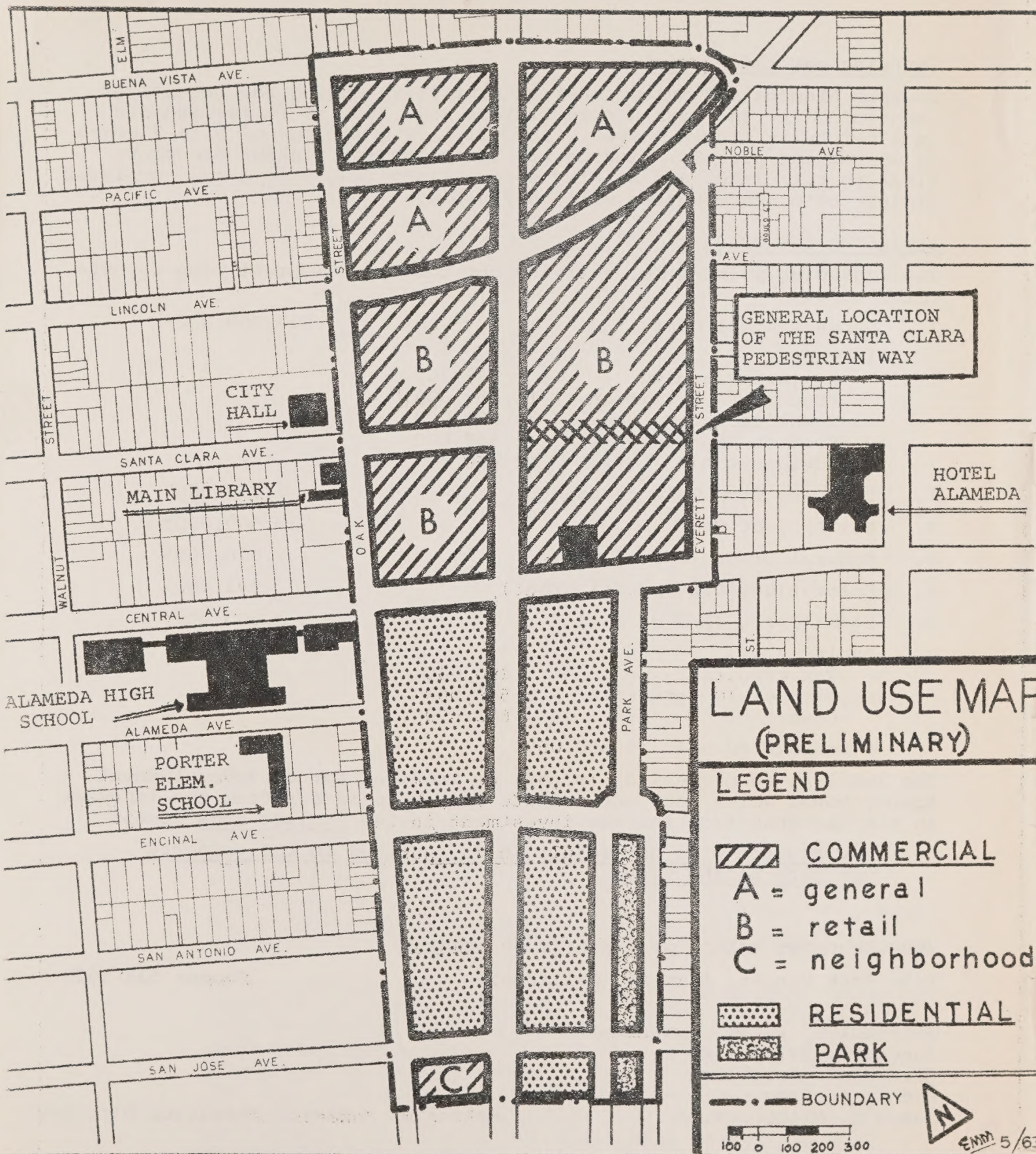
To eliminate or cure these blighting factors, the Redevelopment Plan presents the following major proposals:

1. Consolidation of the shopping and office development into the blocks between Tilden Way and Central Avenue, with Santa Clara Avenue between Park Street and Everett Street developed as an attractive pedestrian mall for shoppers. Minor streets in the area will be vacated to consolidate the presently fragmented blocks and form large parking areas, which will be provided with access from widened Oak and Everett Streets, and Central Avenue.

2. Development of a service commercial area for automotive uses, including new and used car sales, and other more general commercial development, such as laundries, heating and plumbing contractors, and possible light industrial development.

3. Creation of an open and attractive apartment residential area south of Central Avenue with a variety of dwellings--townhouses, garden apartments and, possibly, high-rise view apartments.

4. Development of a small neighborhood shopping center on the southwest corner of San Jose Avenue and Park Street to serve the residents within and surrounding the Project.



PARK CENTRE PROJECT

Carrying out the Project

Because Alameda's downtown must be kept alive during the process of rebuilding it, the Park Centre Project will have to be carried out in a carefully staged manner. It will take a minimum of 5 to 7 years of assembling parcels, finding new locations for present occupants, clearing buildings, and site by site selling land before the completed picture of a new downtown will be visible.

Financing the Project

The financing program for carrying out the redevelopment plan is outlined below:

1. Gross Project Cost \$17,500,000*

Includes:

Project Planning	\$ 231,300
Property Acquisition	11,250,000
Demolition	800,000
Project Improvements	2,558,000
Administration, etc.	2,660,500

2. Proceeds from Sale of Land 7,000,000

3. Net Project Cost 10,500,000*

4. Federal Grant (2/3 of (3)) 7,000,000*

5. Relocation(100% Federal Grant) 392,000

6. Local Share (1/3 of (3)) 3,500,000*

Includes:

Tax Credits	280,000
Project Improvements	2,558,000
Cash	662,000

* rounded to nearest \$50,000

The local share may all or in part be provided for by Redevelopment Agency bonds which can, under State law, be paid for from the increase in tax revenues from the new investment in the project area itself.

The project will not result in an increase in the property tax rate of the City!

REDEVELOPMENT AGENCY OF THE CITY OF ALAMEDA

1354 Park Street, Alameda, California

Phone: 522-7623

Marshall S. Pease, Chairman

Joseph T. Barry, Jr.

Chester R. Bartalini

Sidney A. Haag

James A. Wiley, Jr.

Walter J. Monasch, Executive Director

D. Project Proposals

1. Land Acquisition

- a. Identification of Real Property to be Acquired for:
 - (1) Clearance and Redevelopment. Real property to be acquired for clearance and redevelopment is shown on Map 1, Land Use Map. Park areas L and P will not be acquired.
 - (2) Public Facilities. Properties D-P, E-P, F-P1 and F-P2 will be acquired for resale as public parking facilities.
- b. Conditions under which Properties not Designated for Acquisition may be Acquired. There will be no acquisition of real property other than described in section D.1.a. above, or as provided in Section D.4., "Participation by Property Owners and Business Occupants."
- c. Conditions under which Property Identified to be Acquired may be Exempted from Acquisition. No real property identified to be acquired is scheduled to be exempted from acquisition; however, if during the acquisition process an owner can show that his property can be considered under the provisions of Section D.4.a., the Agency may, in its sole discretion, determine to exempt such property from acquisition.

2. Rehabilitation and Conservation

The project to be undertaken and carried out pursuant to this Plan, although basically and primarily a project involving clearance and redevelopment, may involve a proportion of rehabilitation of certain structures and improvements as an incident to the over-all clearance and redevelopment of the Project Area. No conservation treatment is contemplated in the Project Area.

At the present time 13 parcels of land have been designated as properties which may not be acquired since they contain buildings considered for retention. These properties are either structurally standard or have been determined as rehabilitable within economic feasibility and also conform to the proposed reuses in the urban renewal plan. These properties will be rehabilitated as necessary and during rehabilitation activities will be brought into conformance with the controls of this Plan.

a. Method for Achieving Rehabilitation.

See Section D.4.a.(1) below.

b. Standards for Satisfactory Rehabilitation. A structure or improvement to be rehabilitated pursuant to this Plan will be considered to be satisfactorily rehabilitated, and the Agency will so certify, if the rehabilitated structure or improvement meets the following standards:

- (1) Any such property within the Project shall be required to conform to all applicable provisions, requirements and regulations of this Plan, except as provided in Section C.2.d. of the Plan. Upon completion of rehabilitation, each structure must be safe and sound in all physical respects and be refurbished and altered to bring the property to an upgraded marketable condition which will continue during the life of any new or existing mortgage and extend the remaining economic life of the property to a minimum of thirty-five (35) years.
- (2) Further, where not less restrictive than this Plan, any such property shall conform to the applicable provisions, requirements and regulations of the codes and ordinances of the City of Alameda.
- (3) In addition to the other controls of this Plan and the other requirements of this section, and notwithstanding the provision of Subsection (d), Section 19100 of Article 1 of Chapter 2 of Part 3 of Division 13 of the California Health and Safety Code, all existing buildings to be retained within the Project Area shall be repaired, altered or reconstructed in such a manner that they will have a degree of seismic force resistance equal to at least $66\frac{2}{3}$ percent of that required for new buildings of equivalent size, location, use and occupancy as provided by the Uniform Building Code, 1958 Edition.
- (4) If residential rehabilitation occurs, each Owner Participation Agreement shall include requirements for rehabilitation which are not less than the "FHA Minimum Property Standards for Rehabilitation (FHA No. 950)."

3. Public Improvements

Adequate street improvements and utilities shall be provided to effectuate this Redevelopment Plan. All utility installations shall be provided below ground.

4. Participation by Property Owners and Business Occupants in Redevelopment

- a. An owner of property in the Project Area may participate in the redevelopment of property in the Project Area in accordance with the rules adopted by the Redevelopment Agency and on file in the office of said Agency. In general the rules adopted by the Redevelopment Agency, hereinafter called "Rules for Owner Participation and Owner Redevelopment," permit owners to participate in redevelopment in either of the two conditions outlined below. In both instances, the owners must submit proof to the Agency of their qualifications, including financial responsibility, to carry out their agreement with the Agency.

(1) Participation by Owners of Buildings Designated to be Retained.

It is proposed that certain buildings in the Project Area which require alteration, improvement, modernization or rehabilitation be retained provided that the owners enter into an agreement, called an Owner Participation Agreement, with the Redevelopment Agency to comply with the applicable provisions of the Redevelopment Plan, and with specific requirements set forth for each of these properties.

Each Owner Participation Agreement will include requirements regarding alteration, improvement, modernization or rehabilitation, as determined by the Agency for that building in addition to the other requirements of the Redevelopment Plan.

The Owner Participation Agreement will provide that, if the owner fails to comply with the terms and conditions of the Owner Participation Agreement within a specified time, the redevelopment of such property shall be accomplished through the acquisition of the property by the Redevelopment Agency at its fair market value as provided in the Owner Participation Agreement, and the disposition of said property to a qualified and financially responsible redeveloper who will agree to comply with the Redevelopment Plan.

The Owner Participation Agreement between each owner and the Redevelopment Agency must be executed in order for the owner to retain title to his property. In the event such owners fail or refuse to enter into such an agreement, the real property will be acquired by the Agency and disposed of for redevelopment in accordance with the Plan.

(2) Opportunities for Former Owners to Re-Establish Themselves in the Project Area.

Owners of property within the Project Area whose property is acquired by the Redevelopment Agency will be given preferential consideration as re-developers in the Project Area, if the Agency, in its sole discretion determines -- all other things being equal -- that such owners' proposal for redevelopment is equal to or superior to proposals of other redevelopers.

- b. The Redevelopment Agency will extend reasonable preference to persons who are engaged in business in the Project Area to re-enter in business within the redeveloped area, if they otherwise meet the requirements prescribed by the redevelopment plan. For that purpose, the Agency will adopt rules hereinafter called "Rules for Participation by Business Occupants." In general these rules will provide for participation in redevelopment by present business occupants in either of two conditions outlined below:

(1) Participation by business occupants in buildings developed by developers other than themselves.

In the execution of its relocation program the Agency will establish procedures which shall make it possible to extend every reasonable preference to present occupants of businesses to relocate within the project area in newly developed buildings.

(2) Opportunities for former business occupants to re-establish themselves in the Project Area.

Business occupants of property within the project area, displaced by the execution of the Redevelopment plan, will be given preferential consideration as redevelopers in the project area, if the Agency, in its sole discretion determines -- all

other things being equal -- that the proposals by such former business occupants for redevelopment are equal to or superior to proposals of other redevelopers.

5. Redeveloper's Obligation

- a. The regulations and controls in Section C. above will be implemented where applicable by appropriate covenants and other provisions in the agreement for land disposition and conveyance executed pursuant thereto.
- b. The redeveloper shall devote the land only to the uses specified in this Plan.
- c. The redeveloper shall begin and complete the development of the land for the uses required in this Plan, and the construction of improvements agreed upon in the disposition contract, within a reasonable time to be provided for in the said disposition contract between the Redevelopment Agency of the City of Alameda and the redeveloper.
- d. The redeveloper or redevelopers of Project land shall not sell, lease or otherwise transfer such land at any time prior to the completion of the redevelopment thereof without the prior written consent of, and approval of the Deeds, Leases or Contracts by, the Redevelopment Agency of the City of Alameda.
- e. No covenant, agreement, lease, conveyance or other instrument shall be effected or executed by the Redevelopment Agency of the City of Alameda or by a redeveloper or any of his successors or assigns, whereby land in the Project Area is restricted on the basis of race, color, creed or national origin in the sale, lease or rental, or in the use or occupancy thereof. Appropriate covenants running with the land which will prohibit such restrictions shall be included in the disposition instruments.
- f. No building shall be constructed over an easement in the Project Area without prior written consent of the Redevelopment Agency of the City of Alameda.

- g. Architectural and site plans, and specifications for the construction of improvements on the land and/or the rehabilitation of structures to be retained shall be submitted to the Redevelopment Agency for review and approval so that the Agency may determine compliance of such plans and specifications with the Redevelopment Plan and the Declaration of Restrictions.
 - h. The Declaration of Restrictions shall be in the form of covenants running with the land and shall contain building restrictions, architectural standards and related matters, including provisions for non-discrimination because of race, creed or color. In general, such covenants shall be designated to carry out the redevelopment of the Project Area in accordance with the Plan.
6. Agency Review of Proposed Developments

The purpose of this Plan is to both control and guide the development of property within the Park Centre Project Area so as to encourage the maximum degree of compatible variety within the various developments of Project land. The necessity of staging the acquisition and disposition of Project land over a period of years requires that the Redevelopment Agency have a certain amount of flexibility in determining the specific manner in which land is to be developed (within the overall outline of the Plan), particularly in regard to the exact location, height, bulk and aesthetic treatment of buildings and open spaces. Therefore, where specific controls are established by the Plan, they are intended to serve as an envelope within which a developer may work in developing Project land. And where specific criteria are not spelled out in the Plan, the Redevelopment Agency shall, at the time of disposition of land, establish for the disposition parcels under discussion such criteria as are necessary to carry out the purposes of the Plan.

In inviting or evaluating individual developer proposals for specific parcels, the Redevelopment Agency shall give consideration to architectural design criteria and open-space development and may limit or reject proposals on that basis. The Agency may have

such proposals reviewed by technically qualified consultants or groups of consultants, and in reviewing such proposals, the Agency and/or its consultants will use criteria such as the following but not necessarily limited to them.

The specific uses proposed shall be compatible with adjacent uses and shall have no detrimental effect on the Project as a whole or on nearby properties in or outside the Project Area.

Specific location of structures shall maximize usable open space within the developer's parcel and, as related to adjacent properties and where advisable, shall provide for internal pedestrian circulation facilities designed as an integral part of the development to create pedestrian amenities and ease of circulation between and among the proposed structures and their related parking facilities.

All parking facilities, whether provided by individual developers or in consolidated public or private installations, shall be so located and of such sizes, design and appearance that, in addition to satisfying the basic requirements of the Plan, they would have a positive, beneficial effect on surrounding properties and on vehicular and pedestrian circulation within and outside the Project Area, both technically and aesthetically.

To re-state the intent of the Plan and land use controls for this Project: The Agency will evaluate all proposals for the development of parcels in the Project Area so as to insure for the community the achievement of the objectives of the Plan in regard to the appearance and function of a particular development and the integration of such development into the surrounding areas, while providing to the developer or developers freedom in concept, design and lay-out within the overall standards specified. The creation of structures and their environment is expected to reflect distinctive architectural expression and technique aimed toward taking advantage of modern materials and technology and, at the same time, retaining and emphasizing the character of the community of Alameda.

E. Other Provisions Necessary to Meet State and Local Requirements.

1. Conformity with the General Plan of the City of Alameda.

The Plan conforms in principle to and is a more detailed refinement of a portion of the General Plan of the City of Alameda, adopted by the City Planning Commission on April 30, 1956. It provides for a Central Business District centered upon Park Street with a densely developed residential area to the south.

2. Relationship to Preliminary Plan.

The Plan is based upon and carries out principles of the Preliminary Redevelopment Plan adopted by the City Planning Commission on May 27, 1963.

3. Plan Content.

In Section C "Land Use Plan", Map 1 "Land Use Map", and Map 2 "Right-of-Way Adjustment Plan (Tentative)", the plan shows the approximate amount of open space to be provided, street layout, limitations on type, size, height, number and proposed use of buildings, approximate number of dwelling units, the property to be devoted to public purposes, and the nature of such purposes.

4. Financing.

For the purpose of carrying out the project, the Redevelopment Agency will obtain a Project Temporary Loan from the United States of America (hereinafter called the "Government") in the estimated amount of \$14,300,000. The obligations evidencing the Agency's indebtedness to the Government for the Project Temporary Loan shall be in a form satisfactory to the Government and to the Agency. Said obligations shall not be a debt of the City of Alameda, the County of Alameda, the State of California, nor any of its political subdivisions. Such loan from the Government will be repaid from monies derived from the sale of project land and from the Project Capital Grant. Neither the City of Alameda, the County of Alameda, the State of California, nor any of its political subdivisions shall be liable for said obligations, nor in any event shall the obligations be paid out of funds or properties other than those of the Agency.

The Redevelopment Agency will make payments on the Project Temporary Loan obligations from the proceeds of the disposition of the project land estimated at \$7,000,000 and from the Capital Grant or grants from the Government

estimated at \$7,000,000. The Project Temporary Loan described above will include funds to pay for property acquired by the Agency in the estimated amount of \$11,250,000.

The estimated cost involved in the carrying out of the project and the financing thereof are approximately as follows:

(1) Gross Project Cost \$17,500,000*

Includes:

Project Planning	\$ 231,300	1.3 0/1
Property Acquisition	11,250,000	64.3
Demolition	800,000	4.6
Project Improvements	2,558,000	14.6
Administration, etc.	2,660,500	15.2
<i>overhead, interest, contingencies, legal expenses</i>		100.0 -
(2) Proceeds from Sale of Land		7,000,000

(3) Net Project Cost 10,500,000*

(4) Federal Grant (2/3 of (3)) 7,000,000*

(5) Federal Relocation Grant 392,000

(6) Local Share (1/3 of (3)) 3,500,000*

Includes:

Tax Credits	280,000
Project Improvements	2,558,000
Cash	662,000

* rounded to nearest \$50,000.

The Project Temporary Loan of approximately \$14,300,000 is working capital for execution of the project and, in conjunction with the \$7,000,000 Federal Capital Grant and the \$392,000 Relocation Grant, constitutes the Government's financial participation and will be contained in a Loan and Grant Contract to be executed between the Redevelopment Agency and the Housing and Home Finance Agency of the United States of America. The Redevelopment Agency will pay the fair market value for all properties acquired. In the condemnation of any real property, the Agency will comply with all the provisions of the statutes and the constitution of the State of California relative to the exercise of the right of eminent domain.

estimated at \$2,000,000. The Project Temporary Loan
 described above will enable the Government to pay the
 principal by the agency in the estimated amount of
 \$11,250,000.

The estimated cost involved in the carrying out of the
 project and the financing thereof are approximately as
 follows:

(1) Gross Project Cost \$11,250,000*

Includes:

Project Financing	\$ 281,300
Property Acquisition	11,250,000
Demolition	200,000
Project Improvement	2,000,000
Administration, etc.	2,600,000
(2) Proceeds from Sale of Land	7,000,000
(3) Net Project Cost	10,300,000*
(4) Federal Grant (2/3 of (3))	7,000,000*
(5) Federal Reclamation Grant	300,000
(6) Local Share (1/3 of (3))	3,300,000*

Includes:

For Credits	280,000
Project Improvements	2,000,000
Cash	200,000

* rounded to nearest \$10,000.

The Project Temporary Loan of approximately \$14,000,000 is
 working capital for operation of the project and is con-
 sidered with the \$2,000,000 Federal Grant and the
 \$281,000 Reclamation Grant. The Government's
 financial participation and will be obtained in a loan
 and Grant Contract to be executed between the Reclamation
 Agency and the Housing and Home Finance Agency of the
 United States of America. The Reclamation Agency will
 pay the full market value for all properties acquired.
 In the construction of any such project, the Agency will
 comply with all the provisions of the National Housing
 Administration of the United States of America and the
 provisions of the right of eminent domain.

END

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 Date: 1/1/50

The local share of the Net Project Cost, which is presently estimated at \$3,500,000, is expected to be provided in the following manner:

Approximately \$280,000 of the above amount represents an estimate of the tax credits to be claimed pursuant to Section 110(e) of Title I of the Housing Act of 1949, as amended.

It is expected that the parking facilities to be provided at an estimated cost of \$1,713,000 will be applicable as a non-cash grant in aid.

An additional amount of approximately \$1,500,000 in cash is expected to be provided by the Agency from anticipated borrowings such as a sale of Agency bonds. Approximately \$850,000 of that amount is required for a variety of project improvements such as streets, utilities, street lighting, etc.

In case any of the applicable local bodies such as City, Bureau of Electricity or East Bay Municipal Utility District can provide any part of the utility installations from available sources, the bonds to be sold by the Agency for improvements or utility installations can be reduced by similar amounts.

The Agency may issue bonds payable from any of the sources specified in Chapter 6, Article 5, of the California Community Redevelopment Law (as recodified in 1963). The allocation, division and disposition of tax monies from the project area shall be in accordance with Chapter 6, Article 6, of said Community Redevelopment Law.

The Agency has no taxing power, and its bonds are not a debt of the City of Alameda, the County of Alameda, the State of California or any political subdivision of the State other than the Agency, and neither the City, the County, the State nor any other political subdivision is liable on them, nor in any event shall the bonds be payable out of any funds or properties other than those of the Agency, and the Bonds shall so state on their face.

Until the Loan and Grant Contract has been executed, it will probably not be practicable to provide for the issuance and sale of the bonds. However, promptly after the execution of the Loan and Grant Contract, the Agency will prepare and adopt a resolution authorizing the issuance of the bonds and defining their terms. This resolution must be adopted prior to the sale of the bonds

which will be offered for public sale in accordance with the Statute.

An amount sufficient to pay interest on the bonds until sufficient monies are otherwise available will be included in the amount of the Agency bond issue.

At present, project property is assessed both by the City and the County. Since the County assessed valuation is slightly higher than that of the City, it will be used for calculation purposes. The most recent available assessed valuation of project property is approximately \$3,050,000. As a result of improvements proposed in the redevelopment plan, it is estimated that at the completion of the project (approximately 1969), the total assessed valuation of the project property will be \$9,600,000. This is a ratio of approximately 1 to 3.15.

Ad valorem taxes by all taxing agencies on the project area in the most recent tax year totaled approximately \$305,000. Using the same rate of taxation and the 1 to 3.15 ratio described above, the estimated tax revenue in 1969 at completion of the project will be \$960,000, or an increase of \$655,000. This is the estimated amount of taxes which will be available to the special fund for debt service of Agency bonds or other indebtedness after the project is completed and the new buildings erected.

5. Real Property Acquisition, Management, and Sale or Lease.

All the land and improvements in the Project Area needed in the execution of the Redevelopment Plan, except as provided in Section D.4., shall be acquired by the Agency by purchase, gift or condemnation. The condemnation of all such real property as is not acquired by other means is necessary to the execution of this Plan, and adequate provision for payment for properties so acquired will be made by the Agency.

All property acquired in the Project Area will be managed by or under the direction of the Agency until the land is sold or leased.

Except for property conveyed by the Agency to the community for public purposes, such as streets, easements and rights-of-way, and public parking, Project Area land acquired by the Agency for redevelopment purposes will be apportioned into parcels of suitable size, shape and number for reuse and will be sold or leased for reuse in accordance with the Redevelopment Plan.

6. Safeguards and Controls.

- a. Section D.5 "Redeveloper's Obligation" provides safeguards that the work of redevelopment will be carried out pursuant to the Plan.
- b. Section C.2.c. provides for retention of the controls of the plan for a period of forty years.

7. Document Approval and Nondiscrimination.

Sections D.5.d. and e. provide that all Deeds, Leases and Contracts shall be submitted to the Agency for approval and shall contain adequate and appropriate non-discrimination clauses.

8. Owner Participation and Business Occupant Re-entry.

Section D.4 provides that owners of property in the Project Area may participate in the redevelopment of property, and that business occupants of the Project Area will be given reasonable preference to re-enter in business within the redeveloped area.

9. Alternatives to Owner Participation.

Section D.4.a.(1) provides an alternative in the event that an owner fails to comply with the Owner Participation Agreement within a specified time.

10. Relocation of Displaced Occupants.

The Agency will administer the Relocation Program so as to help occupants move to permanent housing in accordance with Federal and State legal requirements. Every possible assistance will be given in effecting moves from the Project Area.

The California Community Redevelopment Law, Section 33411 requires that "the Agency shall prepare a feasible method or plan for relocation of families or persons to be temporarily or permanently displaced from housing facilities in the Project Area."

Section 33412 requires that "Permanent housing facilities shall be made available within three years from the time occupants are displaced and that pending the development of such facilities there will be available to such displaced occupants adequate temporary housing facilities at rents comparable to those in the community at the time of their displacement."

Section 33415 provides that "an Agency may make relocation payments to or with respect to persons (including families, business concerns and others) displaced by a redevelopment project, for moving expenses and losses of property for which reimbursement or compensation is not otherwise made, including the making of such payments financed by the Federal Government."

Title I of the Housing Act of 1949, as amended, requires that there be a feasible method for relocation and that there are, or are being provided, in "areas not generally less desirable in regard to public utilities and public and commercial facilities and at rents or prices within the financial means of the families displaced from the urban renewal area, decent, safe, and sanitary dwellings equal in number to the number of and available to such displaced families and reasonably accessible to their places of employment.

This Agency has made a survey of the number and characteristics of site occupants. It is estimated that 728 families, individuals or establishments will be displaced:

247 families	
220 individuals	
260 businesses	
1 institution	
728	Total

A survey of housing resources in Alameda has shown an adequate number of permanent housing units available to persons to be displaced, and such housing is reasonably convenient to and adequate for the needs of such persons, in that such available housing units are in decent, safe and sanitary condition; are substantially equal in number to the number of families and individuals to be displaced; are not generally less desirable in regard to public utilities and public and commercial facilities than the dwellings of such persons in the Project Area; are available at rents or prices which are within the financial means of such displaced persons and comparable to those in the City at the time of their displacement; and are reasonably accessible to their places of employment.

The Agency will assist residents in locating individual suitable units and will make relocation payments for the cost of moving and/or any direct losses of property as permitted by law. The Agency will assist in the relocation of businesses and institutions in every possible way. Relocation payments will also be made to non-residential occupants for the cost of moving and/or direct losses of property as permitted by law.

11. Prevention of Speculation.

In all contracts whereby the Agency agrees to convey title to project area land to a redeveloper, there will be included the following:

- a. A stipulation on the part of the redeveloper that his purchase of the property is for the purpose of redevelopment and not for speculation; and
- b. A stipulation that until completion of construction, all subsequent sales, conveyances or leases, among other matters, will be subject to specific regulations prescribed by the Agency.

12. Other Official Actions.

Subject to policies and procedures established under its Charter and existing codes and regulations, the City of Alameda will assist in carrying out the undertaking of the project by:

- a. Instituting proceedings for opening, closing, widening or changing the grade of streets and for other modifications of the street layout in the project area, as indicated on the accompanying Map 2, Right of Way Adjustments Plan (Tentative).
- b. Instituting proceedings to make any necessary changes in zoning within the project area so as to conform to the land use provisions of this plan.
- c. Scheduling of the performance of the above and of all functions and services relating to public health, safety and physical development normally rendered so that the redevelopment of the project area can be commenced and carried to completion without unnecessary delays.

F. Procedure for Changes in the Approved Plan.

If at any time after the approval of this Plan by the City Council it becomes necessary or desirable to amend or modify same, said Plan shall be amended or modified pursuant to law; provided that if the law permits, the Agency may modify or amend said Plan if said amendment or modification does not involve any material or substantial matter.

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